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English 400

<https://www.youtube.com/watch?v=EsPmHMCQVIU> - Carl’s Jr.’s commercial featuring model Charlotte McKinney

I will be analyzing the commercial by Carl Jr.’s. The commercial was aired during the 2015 Super Bowl. The commercial over sexualizes the model Charlotte McKinney who is eating a burger and objectified the model’s body in many ways. The focus on the objectification and sexualization of women in media today could be considered beneficial to advertisers and also entertaining for viewers. Yet, women and young girls are faced with this burden to try to look a certain way, a look that is practically unachievable. They are constantly comparing themselves to this “ideal” woman that does not really exist, and that can lead to the issues of depression, low self-esteem and also eating disorders.

**Rhetorical situation of Carl’s Jr.’s commercial:**

Context: 2015, farmers market. (inspires fresh and natural)

Author: Carl Jr. featuring model Charlotte McKinney

Audience: viewers watching 2015 Superbowl and anyone who has seen it via YouTube or other form of social media

Purpose: To convince individuals to buy The All-Natural Burger by using an attractive woman who is sexually eating one.

Message: 53 second persuasive commercial